



USING SITE DEMONSTRATION PLANNING GUIDES

(ADAPTED FROM THE WEST VIRGINIA MODEL)

There are several ways in which site demonstrations can be planned. Most demonstrations are thoughtful, well-conceived ideas that are planned over extended periods of time. A few demonstrations, however, are planned one week and held the next to meet an immediate need for the Program. Regardless of your circumstances, using planning guides and following a chronology of tasks will ensure success for your event.

The following steps are usually required to conduct a successful site demonstration:

1. Agency Executive Director is contacted by state CSBG office. Executive Director agrees to host a site demonstration and assigns a “**point person**” to lead the organization and follow-through. Mutually agreed upon goals are determined for the event by the agency and state staff.
2. The point person works with the agency's Program coordinator and crew to locate a suitable house for the demonstration with a criteria list from the State. State staff and point person checks criteria at site.
3. A mutually agreeable date is set for the demonstration. Legislators are contacted and names are dropped of who is being invited. Guests are given that day, time, and location of the event. *Often, the date is set to accommodate a key federal, state, or local legislator's personal schedule.*
4. Morning demonstrations work best for busy policy makers and for the press. Their agendas change rapidly so the earlier the better. The demonstration should take less than one hour and start no later than 10:00 or 10:30 a.m.

5. After the initial contact and at least three weeks or more before the event, the local agency executive director or executive secretary or administrative assistant should again contact the guests to confirm the invitation date and confirm their attendance. This is also an opportunity to ensure that the invitation was received along with details about the event.
6. Always follow up on your initial phone call. Do not wait too long to hear back from invited guests or their staff. Be assertive! Agency executive directors or executive assistants sometimes have to call the public official's secretary or appointment secretary three or four times to remind them of the event.
7. The state CSBG office and the local agency arranges news coverage for the event, develops press packets, coordinates with assignment editors, etc. *Use any of the tools provided in the Manual or found on the NASCSP web site to create the press information.*
8. A week before the event, or the Monday before the event the local agency again calls each of the invited guests to remind them of the event. *Members of the State legislature have recommended this step. They need to be reminded of the event.*
9. State CSBG office and the local agency staff develop information packets for the guests. Packets include an agency brochure or summary sheet of programs - something the agency will need to prepare.
10. Local agency generates a press release on the event. Such a pre-event press release allows the local agency to assure that specific information is provided to the public. Reporters attending the demonstration may not include all details provided in post-event coverage.
11. The afternoon before the event, state CSBG staff should meet with the host agency executive director, executive assistant, and CAA program coordinator to review the agenda, guest list, and last minute troubleshooting. State staff should visit the host CAA.
12. The morning of the event (7:00 a.m.), the CAA staff and state staff go to the site and set up.

- 13.** The state and local agency staff should gather at the demonstration site approximately 45 minutes before the guests and press members are scheduled to arrive. Staff should meet with the customer and organize to greet the guests and media. One staff person should be assigned to work with media. Nametags are typically provided for everyone.
- 14.** Promptly at designated start time (if key guest has arrived), the demonstration should begin. Follow the pre-organized agenda. The local agency staff, while not participating in the presentation, should be working in the background to ensure everything runs smoothly. In order that legislators from all parts of the state hear the same message, state staff can provide commentary on standard programs provided and holistic problem-solving approach provided by Community Action.
- 15.** Demonstration should end promptly on time (very important to keep under one hour). Be sure to plan for a staff person to take a picture of legislators and officials with CAA staff. (Good for staff morale and for future public information distribution). Customer may also like to have a picture taken with guests.
- 16.** Host agency executive director follows up with letters of thanks to guests for attending. A letter of thanks is also sent to customer for participating in the demonstration (include picture, if taken).

Copies of pictures of staff with guests should also be sent to each staff member, along with a letter of thanks from executive director for a job well done!